

15 to Finish Campaign

Council staff is coordinating a statewide communications and marketing campaign to promote on-time graduation. Called 15 to Finish, the campaign will kick-off Wednesday, January 8, 2014, at a press event scheduled at 11:30 a.m. ET in the Capitol Rotunda. The purpose of the campaign is to encourage students to complete 15 credit hours per semester, or 30 credits per year. Most two-year programs require 60 credit hours and most four-year degrees require 120 credits so part of this effort involves changing the longstanding perception that taking 12 credit hours a semester is enough to graduate on time.

In addition to students, the campaign will inform parents and families, high school teachers, guidance counselors, as well as campus advisors of the benefits of 15 credits a semester, including:

- Increasing the likelihood of graduation;
- Improving opportunity (get a job earlier, earn income sooner);
- Lowering costs for students (pay less tuition overall for a college degree and incur less debt); and
- Lowering cost to the state and taxpayers.

The campaign has been endorsed by the state's Chief Academic Officers and will be coordinated by Council staff. It will consist of public service TV and radio ads through the Kentucky Broadcasters Association, in partnership with GEAR UP Kentucky's KnowHow2GoKY campaign. Other outreach efforts also are being planned, including a website, social media, and campus campaigns with direct messaging to students. All public campuses are participating, and the effort will be promoted by the Association of Independent Kentucky Colleges and Universities, Kentucky Chamber of Commerce, Kentucky Department of Education, and Kentucky Higher Education Assistance Authority.